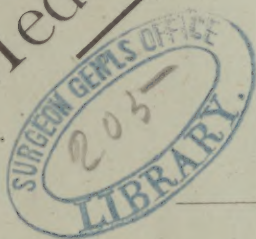


HALL (H.)

Systematic and Persistent Advertising the Sure Road
to Success.

HALL'S

Medical Journal Directory



1883

H. C. HALL,

ATTORNEY AT ADVERTISING,

180 Elm St., Cincinnati.

202 Bleecker St., New York.

Advertisements Are
Tireless Travelers,
Turning Trade To
Thrifty Tradesmen.

"EMPLOY AN AGENT AS YOU WOULD AN ATTORNEY."

HALL'S



Medical Journal Directory.

PROMPTED by the demands of my clients to prepare what may be considered a correct list of medical journals issued at the present time, I have made a careful review of the field, and trust that I have omitted none. Every care has been taken to secure the best results, and to ensure the confidence of the widely divergent interests represented by publishers and advertisers; by those, on one side, who pay money for the insertion of, and those, on the other, who receive pay for, advertisements. The task of issuing a complete list of medical journals is by no means a light one, or easily accomplished. The enterprise has been tried many times with but poor success, as many changes were constantly occurring, rendering it a most difficult task to obtain a reliable list. Every effort has been made to secure an honest report regarding circulation. Many experiments have been tried, at various times, to secure greater accuracy, but there were a few publishers who regarded our efforts as impertinent, and refused to give

the correct circulation, preferring to estimate it. No question has given more perplexity in publishing information for the benefit of advertisers than to decide upon a form in which a circulation statement should be written, and which would ensure that the meaning conveyed should express the fact about the journal issued, and that the publisher making the report should have in mind the same report that we have in receiving report. Successful publishers, who have something to gain by comparison, are prompt in sending reports; others are very indifferent — so much so that frequent appeals are necessary, and finally an estimate must necessarily be made. A list can never be made perfect, but no pains will be spared to sustain the position which I have undertaken, and which I have attained in the good opinion of advertisers and publishers. Assistance to that end is earnestly desired.

Advertising in medical journals, by means of a well displayed advertisement, is as yet in its infancy. New preparations are constantly coming to the surface, those of merit only surviving the test of time. Advertise "all the year round," is a good adage, and should be borne in mind when calculating upon the expense of introducing a new article. Continuous advertising is the only sure road to success. Physicians patronize houses that advertise; experience verifies this. The same advertisements are inserted in the medical journals of the present day that were introduced to the profession years ago.

Only constant and persistent advertising of a meritorious article will have the desired effect, an A 1 method of doing business. To those who desire thorough work and reasonable prices, I offer my services. My relations with the publishers, having a personal acquaintance with most of them, are of the most cordial character; and an experience of many years in the newspaper business enables me to get the lowest possible rates and the very best service they can give. My special agency is conducted on the most thorough principles, and every detail that will tend to make it the earnest representative of each customer, is faithfully followed out. The great advantages of placing advertising through an established special agency are now so well known that it is not necessary to dwell upon them here. The very best possible service is given to each and every customer, believing that only in this way can the relation be permanent as well as profitable to both parties. Doing the advertising of a number of the largest and most successful advertisers in the country, I am enabled to secure rates that could not otherwise be obtained. I am to-day sending more business to medical journals than all other sources combined; consequently I am better able than ever to secure the general and special advertiser, as well as to build up many new ones.

I solicit patronage with the full assurance that nowhere else can equal results be secured from your investment.

I refer to the following well known firms:

BOSTON.

THEO. METCALF & CO. CODMAN & SHURTLEFF.
MURDOCK LIQUID FOOD COMPANY.

PHILADELPHIA.

JOHN WYETH & BRO. W. R. WARNER & CO. E.
F. HOUGHTON & CO.

DETROIT.

FREDERICK STEARNS & CO.

CHICAGO.

DR. MCINTOSH N. U. SUPPORTER CO. CHAPMAN,
GREEN & CO. COLLEGE OF PHYSICIANS AND SURGEONS.

NEW YORK CITY.

E. FOUGERA & CO. DECLAT MANUFACTURING CO.
NEW YORK PHARMACEUTICAL ASSOCIATION. CHESE-
BROUGH MANUFACTURING CO. SEABURY & JOHNSON.
J. MILHAUS' SON. MCKESSIN & ROBBINS. W. H.
SCHIEFFELIN & CO. EDWARD OLDS. SCOTT &
BOWNE.

ST. LOUIS.

J. W. LAMBERT & CO. RICHARDSON & CO. BATTLE
& CO. HARTER MEDICINE CO.

CINCINNATI.

THORP & LLOYD BROS. SPENCER & CROCKER. H.
M. MERRILL & CO. W. S. MERRILL CHEMICAL CO.
WOCHER & CO. WM. AUTENREITH. A. FENNEL &
SON. And many others.

LIST OF JOURNALS.

CALIFORNIA.

San Francisco :

*Circulation.**

Pacific Medical and Surgical Journal, M,	680
Western Lancet, M,	500
Medico-Literary Journal, M,	300

COLORADO.

Denver :

Medical Times, M,	475
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CONNECTICUT.

Sandy Hook :

New England Medical Monthly, M,	800
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GEORGIA.

Atlanta :

Eclectic Medical Journal, M,	600
Southern Medical Record, M,	540
Medical Register, M,	500

ILLINOIS.

Chicago :

U. S. Medical Investigator, W,	1,200
The Clinique, M,	850
Medical Journal and Examiner, M,	1,000
Medical Times, M,	800
Western Medical Reporter, M,	4,200
Journal of Am. Medical Association, W,	3,000
Medical Gazette, S-M,	750

* Many journals frequently *mail sample copies* ; this is not included in circulation credited ; only what is sent to *actual* subscribers is given.

Peoria :

Medical Monthly, M, 2,100

INDIANA.

Indianapolis :

Indiana Medical Journal, M, 500

KANSAS.

Fort Scott :

Kansas and Mo. Valley Medical Index, M, 780

KENTUCKY.

Louisville :

Medical News, W, 1,200

American Practitioner, M, 700

Medical Herald, M, 600

LOUISIANA.

New Orleans :

Medical and Surgical Journal, M, . . . 650

MARYLAND.

Baltimore :

Maryland Medical Journal, W, 900

MASSACHUSETTS.

Boston :

Medical and Surgical Journal, W, . . . 2,300

Eclectic Medical Journal, M, 750

New England Medical Gazette, M, . . . 700

MICHIGAN.

Ann Arbor :

Physician and Surgeon, M, 2,100

Medical Advance, M, 400

Detroit :

Michigan Medical News, S-M, 1,200

Lancet, M,	500
Leonard's Illustrated Quarterly,	15,000

Grand Rapids :

Medical Counselor, M,	400
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MINNESOTA.

St. Paul :

Northwestern Lancet, M,	300
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MISSOURI.

St. Louis :

Medical and Surgical Journal, M,	1,000
American Medical Journal, M,	15,000
Eclectic Medical Journal, M,	600
Clinical Review, M,	400
Medical Brief, M,	25,000
Courier of Medicine, M,	500
Medical Review, W,	800

Kansas City :

New Medical Era and Sanatarian, M,	500
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NEW YORK.

Brooklyn :

Annals of Anatomy and Surgery, M,	300
Proceedings of the Medical Society, M,	800

Buffalo :

Medical and Surgical Journal, M,	500
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New York :

Medical Record, W,	8,000
American Homœopath, M,	500
American Journal of Obstetrics, M,	3,500
London Lancet (Reprint), M,	3,500
Homeopathic Physician, M,	300

Eclectic Medical and Surgical Journal, M, .	500
Gaillard's Medical Journal, W,	1,000
Index Medicus, M,	400
Medical Journal, W,	2,100
Medical Tribune, M,	1,300
American Medical Digest, M,	800
Medical Times, M,	1,000
Hospital Gazette, W,	1,000

NORTH CAROLINA.

Wilmington :

North Carolina Medical Journal, M, . . .	800
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OHIO.

Cincinnati :

Lancet and Clinic, W,	4,500
Eclectic Medical Journal, M,	3,200
Medical News, M,	500
Obstetric Gazette, M,	1,200
Physio Medical Recorder and Gazette, M, .	400

Columbus :

Medical Journal, M,	1,800
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NEW JERSEY.

Beverly :

Country Practitioner, M,	500
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PENNSYLVANIA.

Philadelphia :

Medical and Surgery Reporter, W, . . .	7,000
Medical Times, S, M,	1,000
Medical News, W,	6,000
Review of Medicine and Pharmacy, M, .	1,200
The Quinologist, M,	1,800

Medical Bulletin, M,	5000
College and Clinical Record, M,	1,000
Hahnemannian Monthly, M,	700

Pittsburgh :

Medical Journal, M,	500
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TENNESSEE.

Nashville :

Journal of Medicine and Surgery, M,	600
Southern Practitioner, M,	800

Memphis :

Mississippi Valley Medical Monthly, M,	500
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TEXAS.

Galveston :

Medical and Surgical Record, M,	500
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VIRGINIA.

Richmond :

Virginia Medical Monthly, M,	600
Southern Clinic, M,	500

CANADA.

ONTARIO.

Toronto :

Canada Lancet, M,	1,000
Canada Journal of Medical Science, M,	500

QUEBEC.

Montreal :

Canada Medical and Surgical Journal, M,	500
Canada Medical Record, M,	500

CREAM LIST.

It has been my aim, in presenting this *Cream List*, to select, regardless of actual contract cost, those journals which are really and truly the cream in the various States in which they are published. Not but what there may be other good journals, occasionally, which might be added for improvement, but it is certain that there are none of these but what are *entitled to the extra distinction* which is accorded them, as being selected over and above all others. One thing is certain: that each and every journal in this *Cream List* is making its mark in the world, every *issue*, to the extent of nearly one hundred thousand copies, reaching nearly seventy thousand physicians, and to all advertisers who may wish to use them for *all they are worth*, I offer my services. No others can do it so well or so thoroughly. Orders sent the day received.

Circulation, both in amount and character, is the true standard of the value of advertising media, and in this particular these journals speak for themselves, as they give *more circulation for the money than any other journals*. This agency is sending these same journals larger amounts of yearly business than any other, and therefore is able to secure unprecedentedly low figures for all kinds of business, so that the small advertiser can buy here, at wholesale prices, what is bought in quantities.

There will be occasional changes in the identical

journals of this list, but the character and circulation of the list, as a whole, will be carefully maintained. The privilege is reserved of substituting, in case of change of journals, others of equal value, and any and all omissions or variations will be made upon this basis.

Every journal is checked, and every insertion or omission of an advertisement is noted, to insure that the customer gets just what he orders, full count.

Cut this paragraph out and paste it in your hat.
Use the best journals well, and they will serve you best.

<i>San Francisco :</i>	CALIFORNIA.	Circulation.
Pacific Medical and Surgical Journal, M,	.	680
Western Lancet, M,	.	500
<i>Denver :</i>	COLORADO.	
Medical Times, M,	.	475
<i>Atlanta :</i>	GEORGIA.	
Eclectic Medical Journal, M,	.	600
Southern Medical Record, M,	.	540
<i>Chicago :</i>	ILLINOIS.	
U. S. Medical Investigator, W,	.	1,200
Western Medical Reporter, M,	.	4,200
Journal of Am. Medical Association, W,	.	3,000
<i>Peoria :</i>		
Medical Monthly, M,	.	2,100
<i>Indianapolis :</i>	INDIANA.	
Indiana Medical Journal, M,	.	500
<i>Fort Scott :</i>	KANSAS.	
Kansas and Mo. Valley Medical Index, M,	.	780
<i>Louisville :</i>	KENTUCKY.	
Medical News, W,	.	1,200
Medical Herald, M,	.	600
<i>New Orleans :</i>	LOUISIANA.	
Medical and Surgical Journal, M,	.	650
<i>Baltimore :</i>	MARYLAND.	
Maryland Medical Journal, M,	.	900
<i>Boston :</i>	MASSACHUSETTS.	
Medical and Surgical Journal, W,	.	2,300

<i>Ann Arbor :</i>	MICHIGAN.	
Physician and Surgeon, M,	.	2,100
<i>Detroit :</i>		
Leonard's Illustrated Quarterly,	.	15,000
<i>St. Paul :</i>	MINNESOTA.	
Northwestern Lancet, M,	.	300
<i>St. Louis :</i>	MISSOURI.	
American Medical Journal, M,	.	1,500
Medical Brief, M,	.	15,000
Medical Review, W,	.	800
<i>Buffalo :</i>	NEW YORK.	
Medical and Surgical Journal, M,	.	500
<i>New York :</i>		
Medical Record, W,	.	8,000
London Lancet (reprint), M,	.	3,500
Medical Journal, W,	.	2,100
<i>Wilmington :</i>	NORTH CAROLINA.	
North Carolina Medical Journal, M,	.	800
<i>Cincinnati :</i>	OHIO.	
Lancet and Clinic, W,	.	4,500
Eclectic Medical Journal, M,	.	3,200
Obstetric Gazette, M,	.	1,200
<i>Columbus :</i>		
Medical Journal, M,	.	1,800
<i>Philadelphia :</i>	PENNSYLVANIA.	
Medical and Surgical Reporter, W,	.	7,000
Medical News, W,	.	6,000
<i>Pittsburgh :</i>		
Medical Journal, M,	.	500
<i>Nashville :</i>	TENNESSEE.	
Southern Practitioner, M,	.	800
<i>Memphis :</i>		
Mississippi Valley Medical Monthly, M,	.	500
<i>Galveston :</i>	TEXAS.	
Medical and Surgical Record, M,	.	500
<i>Richmond :</i>	VIRGINIA.	
Virginia Medical Monthly, M,	.	600

CANADA.

<i>Toronto :</i>	ONTARIO.	
Canada Lancet, M,	.	1,000
<i>Montreal :</i>	QUEBEC.	
Canada Medical and Surgical Journal, M,	.	500

Printer's Ink Keeps the Hinges
of Druggists' Stores Loose.

My son, deal with men who advertise.—BEN. FRANKLIN.

"WHEN SHALL I STOP ADVERTISING?"

Ten successful business men were asked when, in their judgment, it would do to "Stop Advertising." Hear their answers to "My Lord West," and take their advice:

1. "When population ceases to multiply and the generations that crowd on after you, and never heard of you, stop coming on."

2. "When you have convinced everybody whose life will touch yours that you have better goods and lower prices than they can ever get anywhere outside of your store."

3. "When you perceive it to be the rule that men who never advertise are outstripping their neighbors in the same line of business."

4. "When men stop making fortunes right in your very sight, solely through the discreet use of this mighty agent."

5. "When you can forget the words of the shrewdest and most successful business men concerning the main cause of their prosperity."

6. "When every man has become so thoroughly a creature of habit that he will certainly buy this year where he bought last year."

7. "When younger, and fresher, and spunkier concerns in your line cease starting up and using the journals in telling the people how much better they can do for them than you can."

8. "When you would rather have your own way and fail, than take advice and win."

9. "When nobody else thinks 'it pays to advertise.'"

10. "Judicious and persistent advertising is the keystone of success; therefore don't stop, or others will get ahead of you."

POINTS TO BE REMEMBERED.

In sending advertisements, or in requesting estimates for advertising, parties should be explicit in specifying:—

I. The AMOUNT OF SPACE they desire to occupy.

II. The NUMBER OF INSERTIONS, and the times thereof—whether weekly, every other week, or monthly.

III. The POSITION they wish the advertisement to have—whether in the general advertising pages, or in preferred position.

IV. Write for estimate on any one or all of the within Medical Journals, as it costs you nothing and will save you considerable money.